Sports, Media and Entertainment

Major league sports teams, stadium developers, world-class media and entertainment companies and investors trust us to partner with them to solve complex business challenges and help them innovate in this dynamic industry.

Entertainment takes many different forms, from sitting in an arena watching a sporting event to streaming content on your device or attending a live music festival. Our lawyers help clients execute the right game plan to drive their strategic business operations forward.

Whether you are licensing and protecting content for video and television broadcasting, music, or web-driven streaming; managing and defending intellectual property; handling commercial operations such as sponsorships, naming rights, and brand protection; tackling complex corporate transactions and management of stadium and arena projects around the world; or defending free speech activities our Sports, Media & Entertainment team offers a suite of focused industry experience and a geographic reach that few firms possess.

Our forward-thinking approach and comprehensive knowledge across all facets of the business provides clients with a 360 degree view of the playing field to anticipate what’s to come and provide solutions for today.
Representative experience

Advised on the two largest transactions in NFL history, the consortium led by Josh Harris in the acquisition of the NFL’s Washington Commanders and the Walton-Penner family with respect to the acquisition of the Denver Broncos.

Advised Inter Miami CF in the acquisition of star player Lionel Messi.

Advised NBA All Star Russell Westbrook of the Los Angeles Clippers on his acquisition of a minority stake in English Championship soccer club Leeds United.

Advising Anschutz Entertainment Group, Inc. on creating ASM Global, a joint venture with Onex Partners to run the global venue management businesses of AEG Facilities and SMG.

Representing Arctos Capital in connection with its approval to be an NBA Member, and its acquisition of a minority interest in the Golden State Warriors.

Advising AEG Presents on live music business acquisitions and joint ventures (The Bowery Presents, Promowest Productions, Webster Hall, FYF Fest, Firefly, and Zero Mile Presents).

Advised the Tampa Bay Lightning in one of the first private equity investments in National Hockey League history as Arctos Sports Partners made a minority equity investment into Vinik Sports Group.

Advised Michele Kang on her acquisition of the controlling interest in the Washington Spirit, making her the first minority woman to hold a majority stake in a National Women’s Soccer League (NWSL) franchise.

Represented public and private developers including the Denver Metropolitan Football Stadium District, United States Olympic Committee, Kroenke Sports, and Minnesota Hockey Ventures, among others.

Representing News Corp in the negotiation of various licensing and services transactions, including the renegotiation of agreements in connection with the
division of News Corp into two separate companies.

Advised Miami Beckham United, LLC and majority owners Jorge and José Mas in connection with the recapitalization of MLS franchise Inter Miami CF featuring an equity investment by Ares Capital.

Advised the San Antonio Spurs with reorganization and private equity investments from MSD Capital and Sixth Street Capital.

Multiple representations in the acquisition of stadium naming rights including Oracle Park, Empower Field at Mile High and Ball Arena.

Advised the MLS Seattle Sounders on corporate organizational, financing, and sponsorship matters.

Represented Oracle Cloud in its partnership with England’s Premier League.

Advising Mikhail Prokhorov on Onexim Sports and Entertainment Holding’s acquisition of the Brooklyn Nets and on the acquisition of the Barclays Center.

Advising ITV on a number of matters including the move of ITV Daytime to BBC’s Television Centre and its discussions with the BBC to create the UK streaming service, BritBox.

Advising leading drone racing organization on regulatory and policy issues to succeed in highly regulated, fast-changing UAS policy environment.

**Awards and rankings**

- Sports & Betting Group of the Year, *Law360*, 2022
- Sports & Betting Group of the Year, *Law360*, 2021
- Sports and Entertainment Practice Group of the Year, *Law360*, 2019
- Craig Umbaugh named as Lawyer of the Year, *Law Week Colorado*, 2019
- Lisa Ellman named as Transportation MVP, *Law360*, 2019
Mark Kurtenbach named as Barristers Best Entertainment Lawyer (People’s Choice), *Law Week Colorado*, 2018

Craig Umbaugh named as Power Players of Outside Counsel, *Street & Smith’s Sports Business Journal*

**Latest thinking and events**

*Hogan Lovells Events*

**IPMT Brands Seminar 2023**

*Hogan Lovells Events*

Hogan Lovells Hosts JETRO’s 100th Seminar

**News**

Avoiding a “Red Card”: 2026 FIFA World Cup focus of new joint competition law enforcement initiative

**Webinar**

The EU Foreign Subsidy Regulation, in between burden, threat, and opportunity – How should undertakings operating from the U.S. navigate through it?

**News**

The Online Safety Bill in final form: What’s on Ofcom’s to-do list

**Press releases**

Commercial litigator and IP lawyer Hans H. Hertell joins Hogan Lovells as partner in the Miami office